



## Fashion Brand Graphics

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The seventy fashion brands that appear in this book are selected from the most highly regarded brands for women, men, unisex, and kids; featuring some of the most commonly used marketing tools including logo, shop exterior and interior designs, catalogs, shopping cards and shopping bags, together with seasonal promotional tools. Japanese girls love to keep and use the shopping bags and promotional tools of their favorite fashion brands, and it is a must for a fashion brand to produce "collectible" paraphernalia so as to attract their target audience. Featuring easily accessible page design with each spread showing the brand's logo alongside the brand concept in text, accompanied by various photos of graphic promotional materials, which give readers a good understanding of how each element of marketing tools are connected to one another. Although this book only focuses on the fashion industry, logos, advertisements, shop designs and tools in the book could be applicable to other industries' brands and shops. From an independent shop owner to anyone in need of brand recognition, this is a perfect reference full of resources.

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